

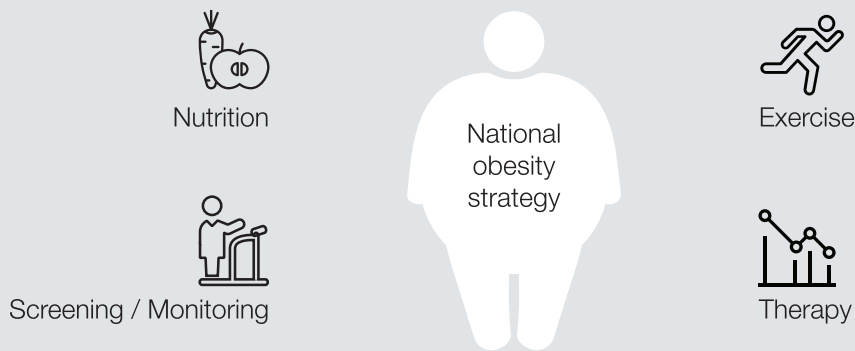
# Obesity is a time bomb – act now!

## Global obesity facts are alarming

- Since 1980 the number of overweight persons in the world has doubled<sup>1</sup>
- Every year at least 2.8 million deaths are attributed to overweight<sup>2</sup>
- 1.9 billion adults are overweight<sup>2</sup>, 650 million are obese<sup>2</sup>
- 340 million children and young adults are overweight<sup>2</sup>
- Overweight triggers more than 60 secondary and concomitant diseases
- The World Obesity Federation predicts that the annual global medical costs of treating obesity-related diseases will rise to US \$ 1.2 trillion by 2025<sup>3</sup>



## Governments have to establish holistic national obesity strategies



## The fight against obesity demands an integrated medical and legal approach

### 1 / Awareness

#### Promote understanding

Inform the public that obesity is a chronic metabolic disease, not simply a lifestyle problem

#### Recognize the disease

Recognition of obesity as a legally defined chronic disease by health insurers, politicians and the general public

### 2 / Diagnosis

#### Make early detection possible

Implementation of a standardized weighing process at doctor's office for early detection of negative trends

#### Optimize diagnostics

Introduction of broader screening involving body composition analysis for patients at risk

### 3 / Treatment

#### Improve access

Assurance of unrestricted access worldwide to medical care appropriate to needs and in compliance with guidelines

#### Adequate treatment and compensation

Holistic care based on individual patients and disease severity and regulated compensation for prevention, treatment and after-care

<sup>1</sup> <http://easo.org/education-portal/obesity-facts-figures/>

<sup>2</sup> <http://www.who.int/en/news-room/fact-sheets/detail/obesity-and-overweight>

<sup>3</sup> <https://www.worldobesity.org/>

# How can you fight it if you can't measure it?

Concrete medical solution to prevent overweight-related diseases and optimize treatment

Obesity prevention often fails with the first step. Many patients are not weighed by doctors, so slight weight gains go unnoticed and chances for early intervention are missed. Furthermore, the weight assessment is based on the Body Mass Index (BMI), which disregards the body composition of water, muscle mass and fat mass.



## Best Case Scenario



1

Patients are routinely and automatically weighed at the doctor's office.



2

Measurements are visualized in diagrams, printed and discussed by patient and doctor.



3

Patients with high BMI have their body composition measured on the seca mBCA by means of Bioelectrical Impedance Analysis (BIA), which yields results at the gold standard level.



4

Afterwards, doctor and patient look at the results, talk about health risks, and define the treatment steps whose success is later checked with a follow-up measurement.

BMI and BIA – The perfect duo for early detection, personalized treatment plans, patient motivation and improved compliance.